



Fiscal Year 2012  
**ANNUAL REPORT**

LEARN MENTOR EMERGENCY  
SUPPORT ECONOMIC  
EXPLORE IMPACT EXPLORE  
CHILDREN REACH OUT  
REACH OUT  
GIVE SHARE  
FUTURE  
TEACH  
RESPONSE  
TEACH  
COMMUNITY  
MEMA  
MISSISSIPPI  
DEVELOPMENT  
HEALTH TELEVISION  
FIRST  
REACH OUT  
COMMUNITY  
ONLINE WORKSHOPS  
BROADCASTING  
EMERGENCY  
PREPARE  
NEWS  
RADIO  
PUBLIC  
EDUCATE



Fiscal Year 2012 (July 1, 2011 – June 30, 2012)

# ANNUAL REPORT

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www.mpbonline.org



# EXECUTIVE SUMMARY

At MPB we do more than simply air the latest programs and news from our national partners. We use our resources and broadcast methods to create and disseminate programming of particular relevance to Mississippians. Our goal is to produce content that leads to a better Mississippi.

This year we are proud to tell you about the work we have done to make sure Mississippians are better connected to one another, have better opportunities for education, are healthier and live in a stronger economy.

MPB is uniquely positioned to connect Mississippians from all corners of the state to one another and to information about their state. Our eight broadcast towers enable us to provide emergency information and valuable educational resources to all Mississippians. Our robust social networks serve as a venue for Mississippians at home and away to connect with life in Mississippi.

Our statewide network allows us to provide valuable educational resources to children and adults across Mississippi. We not only air educational television and radio programs, we also back that programming up with old fashioned person-to-person contact. We take the on-air educational experience from the television to the classroom with hands-on training for teachers and supplemental materials for students.

Mississippi is described as one of the most unhealthy states in the nation, but MPB is working to improve our state's health outlook. We use our resources to help Mississippians understand the severity of the problem and make changes that will improve their health. This year several members of the MPB team even decided to lead by example in this effort by participating in an intensive 12 week physical training course.

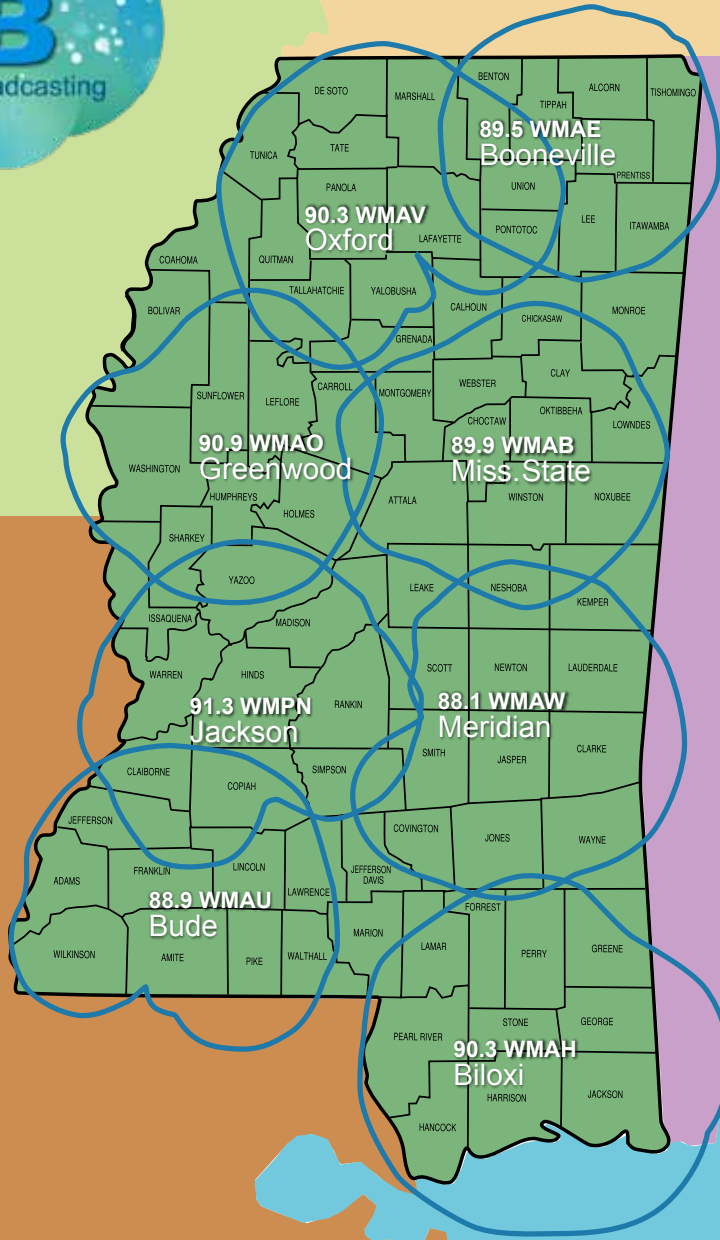
We also know that we can use our broadcast capabilities to help improve Mississippi's economy. Public broadcasting has long been a leader in showcasing the arts and culture, and MPB does not shy away from this stereotype. We are proud of our programming that highlights the wealth of creative talent in Mississippi and encourages Mississippians to travel to new parts of the state. However, we do not stop with the creative economy in producing shows that serve as economic drivers. We are also committed to using our broadcast methods to improve Mississippi's workforce. We have programs that expose job seekers to the wealth of advanced manufacturing careers in Mississippi and provide our workforce with tools to help them succeed in any career.

We are proud of what we have accomplished over the past year and excited about continuing to serve the people of Mississippi in the future.

**Mississippi Public Broadcasting**

**Our Method is**  
**MEDIA**

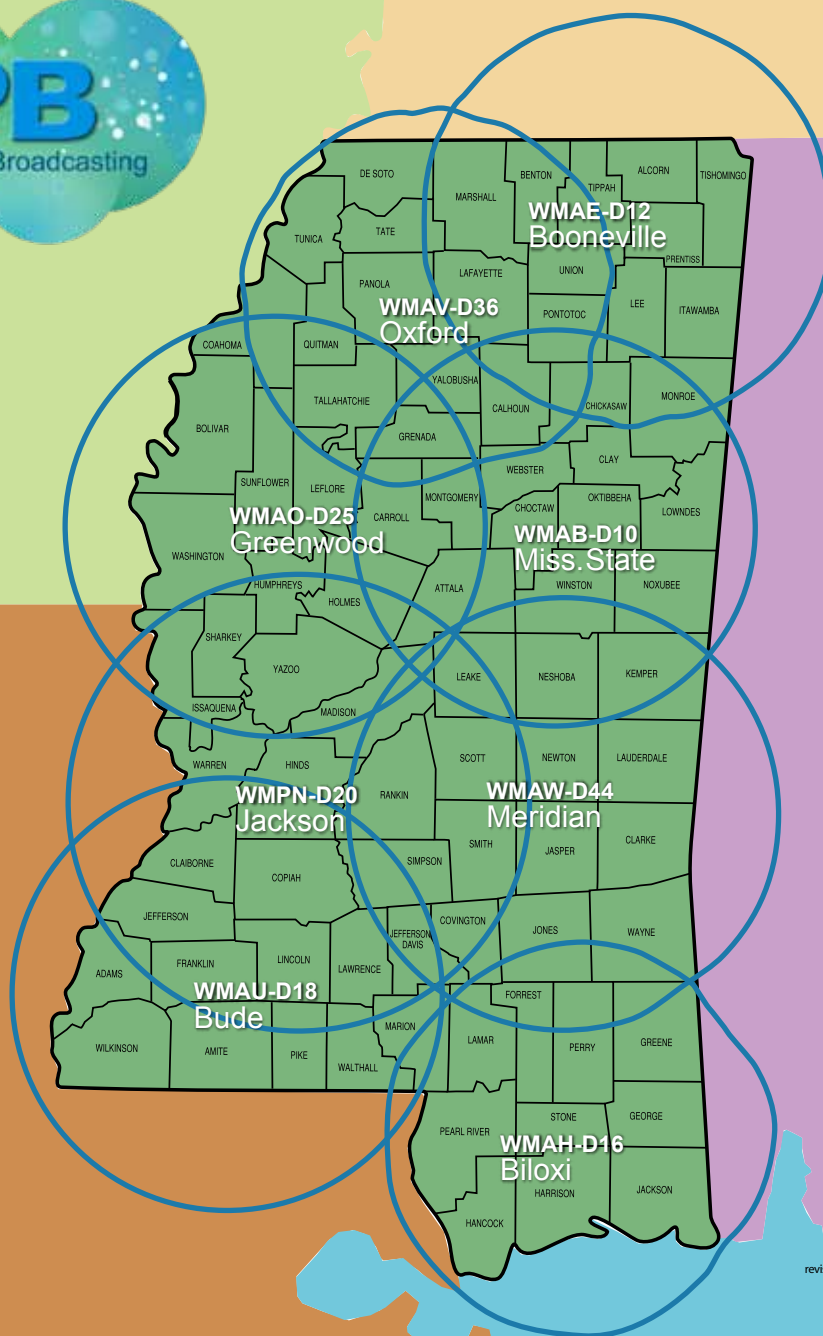
**Our Mission is**  
**A BETTER MISSISSIPPI**



revision: 8/29/2011

## STATEWIDE FM Radio Coverage

On a daily basis, MPB reaches millions of households across Mississippi and in surrounding states.



revision: 8/29/2011

# STATEWIDE Digital Television Coverage

As the only statewide television and radio broadcaster in Mississippi, MPB plays an important role by providing not only educational content but also emergency preparedness and response information.

Mississippi Authority for Educational Television

# BOARD OF DIRECTORS



Bob Sawyer



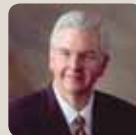
Amy D. Whitten



Peggy Holmes



David Allen



Dr. Eric Clark



Perry Sansing



Tom Burnham

Bob Sawyer, *Chair*

Peggy Holmes, *Vice Chair*

Dr. Tom Burnham, *ex-officio*

David Allen

Dr. Eric Clark

Dr. Al Rankins

Perry Sansing

Mr. Pete Smith

Amy Whitten



**Our Method is  
MEDIA**

**Our Mission is  
A BETTER  
MISSISSIPPI**

**MPB**  
Mississippi  
Public  
Broadcasting

# A BETTER CONNECTED MISSISSIPPI





## A BETTER CONNECTED MISSISSIPPI

When the State of Mississippi established the Mississippi Authority for Educational Television (now MPB) in 1969, it laid the foundation for a network that would keep Mississippians in every corner of the state connected. Today, the eight FCC-licensed towers that make up MPB's statewide network enable us to provide educational, entertaining, and emergency broadcast information to every citizen in the state.

### *...Improving our Broadcast Infrastructure*

- On February 24, 2012, MPB completed an **upgrade of our statewide microwave system**. The new system is IP-based and provides greater flexibility and reliability. The scope of the project included upgrades at eight transmitter sites and eleven microwave sites. Funding for this project was provided through a \$2,000,000 state bond appropriation.
- On June 15, 2012, MPB completed **transmitter tower lighting and painting** at the Bude, McHenry, and Ackerman transmitter sites. This upgrade should result in **substantial savings** in maintenance costs at these three sites. Funding was provided through a \$400,000 state bond appropriation.
- The **on-air reliability figures** for television and radio for the time period January 1, 2012 – June 30, 2012, was **99.61%**. These results are evaluated at the end of each six months during any given fiscal year.
- **MPB Radio** successfully installed and implemented a **new radio automation system**. As a once-in-a-decade project, the new automation system brings the latest technology to radio operation and readies MPB to adapt to the future of programming.

## *...Enhancing Online Communication*

In the spirit of our forward-thinking founders, we do not stop with traditional broadcast media in connecting Mississippians with one another. MPB also uses digital media to reach our audience and extend MPB's reach outside the state, connecting displaced Mississippians to their home state and encouraging others to learn about Mississippi.

- On April 17, 2011, MPB introduced its new **mobile radio app**. Its ease of use and function-rich features immediately set it apart from other radio mobile apps. The app has helped to further expand MPB's brand and solidify our commitment as a multi-media content provider. In the first two and a half months it was available, the **app was downloaded over 3,000 times**.
- **MPB's robust social media presence** provides a venue for our listeners and viewers to share their thoughts about their favorite programs and connect with MPB on a personal level. We currently connect with Mississippians through **6 social media networks** with over **20 pages** dedicated to our programming and services.

## *...Connecting Students to Teachers*

### **THE MISSISSIPPI INTERACTIVE VIDEO NETWORK**

Serving over 2,000 Mississippi students a year, the Mississippi Interactive Video Network (MIVN) provides opportunities for underserved or underperforming schools and districts to have highly-qualified teachers instruct students via distance learning.

MIVN is designed to enhance learning through the utilization of technology as a powerful instrument that assists educators in offering new opportunities to students regardless of their location. A teacher can instruct students assembled in a class hundreds of miles away through state-of-the-art technology. MIVN can bring a variety of resources and materials directly to schools. Courses that are not often available in struggling school districts, such as mathematics, language arts, foreign language, chemistry, engineering, and ACT test preparation, are taught through MIVN. University credit courses, staff in-service, enrichment activities, and special events are also available on the network.

MIVN is managed through MPB and represents a partnership between MPB, the Mississippi Department of Education, State Board for Community and Junior Colleges, and the Board for Institutions of Higher Learning.



## ...Disseminating Timely Information

Because of our statewide network, MPB is uniquely positioned to provide Mississippians with timely news and public affairs information. We take seriously our responsibility to help Mississippians stay informed about events happening in our state and around the world.

- Each day MPB provides **20 hours worth of news public affairs coverage**, including **6 newscasts dedicated to Mississippi news**.

- MPB's flagship news and public affairs program, *Mississippi Edition*, airs weekdays at 8:30 on MPB Think Radio. The program features interviews with the state's newsmakers, local artists, authors and musicians.

On the morning of January 3, 2012, *Mississippi Edition* broadcast live from the state capitol to highlight the opening day of the 2012 legislative session. Host Karen Brown and her guests discussed the changing political power structure and the many issues facing legislators.

- On Election Day 2011, Mississippians went to the polls to elect statewide leaders for the next four years. When the polls closed, MPB News provided Mississippians with continuous, up-to-the-minute election returns, political analysis, live reports and interviews with the candidates.

- MPB's legislative program, *Quorum*, returned for its 37th season on January 25, 2012. The program connects Mississippians to their leaders in state government with lively, thought-provoking discussions on the issues facing the 2012 legislative session. The hour-long program allowed Mississippians to submit questions via phone, email or social media.

- In January of 2012, MPB broadcast extensive live coverage of the opening of the 2012 legislative session, including the Opening of the Joint Sessions, the Inauguration of Governor Phil Bryant, and Governor Bryant's State of the State address.





## *...Sharing Our Interests and Experiences* .....

The locally-produced radio programs on MPB serve to connect Mississippians with one another.

### ***Relatively Speaking***

is a safe place to discuss interpersonal issues, whether regarding the family, romantic relationships or community involvement. Hosted by Dr. Susan Buttross, Chief of the Division of Child Development and Behavioral Pediatrics at the University of Mississippi Medical Center, and MPB's Kevin Farrell, *Relatively Speaking* gives listeners a chance to call in to ask for advice, share personal stories and to respond each other.

### ***Money Talks***

helps Mississippians sort through the complicated world of personal finance. Chris Burford, financial education specialist for Consumer Credit Counseling and Nancy LottridgeAnderson, Assistant Professor of Finance at Mississippi College, President of New Perspectives, Inc. and author of *Tough Talk for Tough Times*, join Kevin Farrell in the studio to answer questions about family budgeting, retirement savings, Social Security, investments, debt management and more.

### ***Southern Remedy***

is MPB's flagship wellness show. It consists of a weekly radio program hosted by Dr. Rick deShazo and Dr. Allyn Harris, and television programs, *Southern Remedy: Mississippi's Big Problem* and *Southern Remedy: Premature Parenthood*. The radio show invites listeners to call in or email with their medical questions. The program covers a vast range of topics from smoking cessation to sore throats in toddlers.



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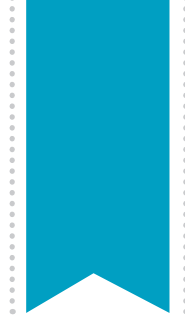
## ***Creature Comforts***

brings nature enthusiasts and animal lovers together to hear experts discuss the wildlife in Mississippi. Each week, Libby Hartfield, Director of the Mississippi Museum of Natural Science, brings a specialist into the studio to answer questions about Mississippi animals. Dr. Troy Majure, a veterinarian at the Animal Medical Center of Jackson, answers listeners pet questions.

## ***On The Gestalt Gardener***

horticulturalist Felder Rushing shares stories, answers questions and talks gardening. *The Gestalt Gardener* is a long-time favorite on MPB Think Radio, due in no small part to Felder's laid-back approach to gardening.





# A BETTER EDUCATED MISSISSIPPI







## ...Stronger Reading Skills

### **THE *BETWEEN THE LIONS* PRESCHOOL LITERACY INITIATIVE** *Preparing preschoolers for success in school*

Since 2005 MPB has worked with child care centers and partners across Mississippi to introduce teachers and children to curriculum based on the award-winning program, *Between the Lions* (BTL). The *Between the Lions* Preschool Literacy Initiative employs early word recognition and comprehension activities for three- and four-year-old children. Studies by the University of Mississippi and the University of Pennsylvania Annenberg School of Communication have shown that students taught with the curriculum far outpaced their peers, showing significant gains in letter recognition, conventions of reading, and knowledge of phonetics.

In FY 2012, MPB partnered with community organizations across Mississippi to ensure that even more preschool children could receive the benefit of this instruction.



## SUPPORTING PARTNERSHIPS TO ASSURE READY KIDS (SPARK)

MPB partnered for the first time this year with SPARK Mississippi to train the SPARK Learning Advocates on the use of the BTL Linking Literacy Activity Booklets. SPARK is an early education initiative that brings together parents, schools, child care and early education providers, child advocacy groups, Head Start providers, state and local government agencies and businesses for the purpose of ensuring school readiness and academic success for Mississippi children ages 3 to 8. SPARK currently serves students residing in the following school districts: Cleveland, Hollandale, North Bolivar, Pearl, Mound Bayou, West Bolivar, West Tallahatchie, Humphreys County, East Jasper and Clarksdale. As part of this partnership MPB provided the following:



- *Between the Lions* home visitation curriculum booklets for SPARK staff
- 24 sets of children's books to support the curriculum
- The required components of the home visitation curriculum including word cards, alphabet cards, etc.
- 12 bins of materials containing items to implement the curriculum in a home setting
- Introductory workshop and training for SPARK staff
- Follow-up professional development through on-site mentoring for staff
- Ongoing consultation with SPARK staff via telephone and/or email

## BETWEEN THE LIONS PRESCHOOL LITERACY ROTARY INITIATIVE



MPB continued its successful partnership with Rotary International Districts 6820 (Central Mississippi) and 6840 (South Mississippi). The partnership, which began in 2009, has helped MPB extend the reach of the *Between the Lions* Literacy Initiative to reach 50 child care centers and over 650 children in Mississippi. Rotarians in these districts provide funding, resources and hands-on assistance to the participating child care centers.

## MISSISSIPPI CHILDREN'S MUSEUM – ONCE UPON A FALL FESTIVAL

From October 5-8, 2011, the Mississippi Children's Museum hosted its "Once Upon A Fall Festival" event, designed to celebrate children's literature and encourage children to use their own imaginations and tell their own stories. MPB provided story time and literacy activities for participants on select days in the *Between the Lions* literacy gallery. Books and activities were based upon the *Between the Lions* Preschool Literacy Curriculum and the featured authors for each day – Eric Carle on October 5 and Ezra Jack Keats on October 6.

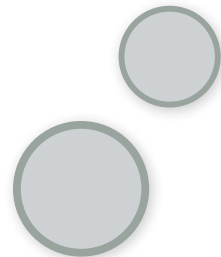


## MPB SUMMER READING PARTY

MPB, in partnership with the United Way of the Capital Area, One Jackson...Many Readers, PBS's "The Electric Company" and community organizations from across the Jackson metro area, hosted a summer reading party on June 30, 2012, at the Mississippi Agriculture and Forestry Museum.

Research shows that students who read through the summer continue to grow academically. By hosting this summer reading party, MPB, the United Way, One Jackson....Many Readers and "The Electric Company" encouraged summer reading so children could return to school in August with academic gains.

The highlight of the event was the appearance of Shock, the beatboxing cast member from PBS's *The Electric Company*. Using comedy and music, Shock emphasized the message that reading is cool.



## ...More High School Graduates

### **CAN I KICK IT?**

In the fall of 2011, MPB released a series of videos called *Can I Kick It?*, a series of testimonies from prominent Mississippians who had to overcome obstacles as students but persevered to stay in school. The testimonials encourage teenagers to graduate so that they too can be successful adults.



### **STOP THE DROP - A DROPOUT PREVENTION SUMMIT**

MPB received a \$20,000 grant from the Corporation for Public Broadcasting and the National Center for Media Engagement to support our dropout prevention efforts. Through these grant funds, MPB was able to raise awareness about the causes and ramifications of a high dropout rate, mobilize community members to actively support at-risk students and promote existing community resources.



The highlight of these efforts was a Dropout Prevention Summit hosted by MPB on November 15, 2011, in Downtown Jackson. The summit consisted of a panel discussion featuring key figures in education as well as five breakout sessions led by MPB staff and leaders of community organizations focused on this crisis.

### **“WHY GRADUATION MATTERS”**

MPB collaborated with the United Way, Operation Shoestring, the Mississippi Children’s Museum and America’s Promise Alliance to host a Youth Panel Discussion entitled “Why Graduation Matters.” The event was held on Wednesday, December 7, 2011, and was moderated by Jim and Donna Barksdale. The event was followed by a series of town hall meetings featuring discussions guided by MPB staff and based on *Can I Kick It?* The six town hall discussions were held at Wingfield High School, Lanier High School, Provine High School and the Jackson Medical Mall.

## *...Better-Prepared Teachers*

### **e-LEARNING FOR EDUCATORS**

e-Learning for Educators provides online professional development for teachers across Mississippi. These workshops seek to improve teachers' content knowledge, teaching methods and delivery of instruction. e-Learning is continuously updating the content in the workshops to increase the rigor and to meet or exceed our state standards. This year, MPB's e-Learning for Educators enrolled approximately 3500 teachers for online professional development.



### **FY' 2012 CURRENT STATISTICS**

Enrollments	Number of Public Schools	Gender	Education Level
3500	161	92% Women	74% Bachelors
		8% Men	25% Masters

Grade Level	Subject Areas	Subject Areas	Age Range
20% High School	32% Multiple Subjects	6% Social Studies	Under 25: 1%
42% Elementary	19% English	1% Arts	26 – 35: 33.4%
14% Middle School	17% Special Education	2% Foreign Language	36 – 45: 38.3%
4% Pre-K	14% Math		46 – 55: 16.2%
20% other	9% Science		Over 55: 11.1%

e-Learning for Educators hired expert teachers and administrators to audit all the MPB online curricula for verification of state standard following recent updates to the Mississippi Department of Education's curriculum framework. This includes the new implementation of the common core curricula that is already being implemented in Algebra and English/ Language Arts K-2 and 3-5 grade levels. There are 51 developed workshops that target an array of pertinent issues within Mississippi schools both private and public. All facilitation of online workshops undergoes critical monitoring and evaluation.



## ***BETWEEN THE LIONS PROFESSIONAL DEVELOPMENT GET WILDER ABOUT READING***



MPB Early Childhood staff offered an early childhood professional development workshop for preschool teachers on October 29, 2011. Fun and engaging presentations, as well as hands-on activities, were used to train teachers to implement the *Between the Lions* Preschool Literacy curriculum in their classrooms. Over 150 childcare providers attended.

## **ON-SITE PROFESSIONAL DEVELOPMENT**

MPB goes into the classroom to provide professional development to teachers and child care workers. This year we presented hands-on workshops at schools in communities across Mississippi including Batesville, Byram, Forest, and Madison. The workshops focused on topics such as fostering foundations of learning, incorporating science and discovery in the classroom and helping children manage anger.



## **DIGITAL STORYTELLING IN THE CLASSROOM *SLAVERY BY ANOTHER NAME* EDUCATOR WORKSHOP**

Using curriculum materials based on the PBS documentary, *Slavery By Another Name*, educators learned how to use digital storytelling as an effective teaching tool in the classroom. *Slavery By Another Name* explores the little-known history of how post-emancipation



labor practices created new forms of slavery that persisted from 1865 until into the 20th century. The standards-based curriculum features an array of multimedia teaching tools, including oral histories. The workshop was presented in collaboration with 2MPower Media on January 21, 2012, at MPB.

## *...More Information About Education in Mississippi*

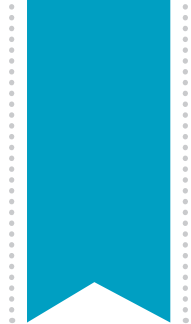


### **SOUTHERN REGIONAL EDUCATION DESK**

MPB News received a grant from the Corporation for Public Broadcasting on October 2010 to address the systemic problems of a failing educational system in the South. The grant is part of a consortium of eight Southern public broadcasters called the Southern Regional Education Desk. MPB used the grant money to hire a full-time education reporter to increase the public's knowledge about the unique and long-standing education challenges facing Mississippi. Some of the stories that aired in FY 2012 include:



- The Future For a Failing State: School Improvement
- Rethinking Principals
- "What is Good Teaching?" Part 4 of 5
- What Happened To Charter Schools?
- Is Mississippi Missing Out On Standardized Sex Ed?
- Desoto Says No To Charter Schools
- Pregnant in the Classroom: Condom Demonstrations
- Pregnant in the Classroom: Sex Ed Without the Stats
- Questions Raised About House's Charter School Bill
- Inside Mississippi Teacher Evaluations



# A HEALTHIER MISSISSIPPI





# A HEALTHIER MISSISSIPPI

## *...More Health Information*

### IN-DEPTH NEWS COVERAGE

MPB News Reporter Jeffrey Hess was one of 24 reporters from across the country chosen to partner with NPR and Kaiser Health News (KHN) on a new journalism project called “Health Care in the States.” The project allowed partnering stations to expand and deepen their healthcare coverage and provide more local stories to air nationally on NPR.

### The following Mississippi stories aired on MPB & NPR as part of the project:

- “Mississippi Builds Insurance Exchange, Even As It Fights Health Law”
- “Wanted: Mavericks And Missionaries To Solve Mississippi’s M.D. Shortage”
- “A Red State Embraces Part Of Health Care Overhaul”
- “Mississippi Reluctant To Expand Medicaid Eligibilit

### SOUTHERN REMEDY ON MPB THINK RADIO

Since 2005, *Southern Remedy* has been a weekly fixture on MPB Think Radio. The program is hosted by Dr. Rick deShazo and Dr. Allyn Harris and covers the full spectrum of health topics from allergies to smoking cessation to kidney disease. Listeners are invited to call in each week with their health questions. Through the program, Mississippians who might be hesitant to go to a doctor in person can still receive valuable medical advice.

SOUTHERN  
*Remedy*



### SOUTHERN REMEDY ON THE ROAD

MPB is also taking *Southern Remedy* into communities around Mississippi with *Southern Remedy* on the Road. Dr. Rick and his team take the radio show on the road and tape episodes before a live audience. Audience members are encouraged to ask questions and participate in the program. Each time the *Southern Remedy* team or Dr. Rick go on the road, the *Southern Remedy* Healthy Living Plan, which was developed by medical professionals from the University of Mississippi Medical Center (UMMC), is distributed to Mississippians. With a goal of curbing obesity-related problems like hypertension, stroke, and diabetes, the plan provides a stepwise program for losing weight and getting healthy. MPB and UMMC have also developed Healthy Eating Placemats for both adults and children.

## *...Lower Obesity Rates*

Since 2010 MPB has focused much of its broadcasting efforts on the obesity crisis in Mississippi. This year we continued our mission of educating both children and adults about the dangers of obesity and the benefits of a healthy lifestyle.

### *...Healthier Children*

#### **ED SAID MOVING WITH FRUITS AND VEGETABLES TOUR**

On August 18, 2011, MPB launched a statewide tour to showcase our healthy-eating puppet, Ed Said.

Hoping to provide health education to elementary school children, MPB developed *Ed Said*, a Web-based series that encourages children to eat well and exercise. Known for his love of raps and rhymes, Ed uses his rhyming skills to incorporate fruit and vegetable facts into songs that children enjoy. Every song is accompanied by a dance for kids to learn, motivating them to participate and exercise. Ed Said's home base is EdSaid.org, where educators and children can view his webisodes, music videos and lesson plans for the classroom.

Students at schools across Mississippi were treated to an MPB and Ed performance,



including Ed Said videos and webisodes. They also participated in activities designed to teach them about various healthy foods.

The series was inspired by the work of Corinth Elementary School teacher, Kay Strickland, who developed a set of lesson plans for her students based on the theme "Moving with Fruits and Vegetables." Mrs. Strickland is an off-camera character in the series.

During the 2011-2012 school year, the Moving with Fruits and Vegetables tour stopped in Tupelo, Hattiesburg, Gulfport, Greenville, Jackson, Vicksburg, Walls, Meridian, Sumrall, Purvis, Booneville, Pearl and Brandon.

## GO HEALTHY CHALLENGE

MPB participated in the Go Healthy Challenge at the Mississippi Children's Museum on Saturday, August 5, 2011. MPB's Go Healthy Challenge was an *Ed Said* healthy food choices hopscotch and bean bag toss game. Each participant received an *Ed Said* sticker and trading card after completing this activity.



### *...Better Cooking Habits*

#### **FIT TO EAT**

In April of 2012, MPB premiered *Fit to Eat*, a healthy cooking show made specifically for a Mississippi audience.



In MPB's newest health program, Chef Rob Stinson shares his techniques for combining fresh, healthy ingredients using Mississippi's wealth of agricultural resources. As Mississippi leaders work to combat the state's obesity and health problems, MPB has teamed up with Stinson, a Mississippi restaurateur, to bring healthy cooking instruction right into the homes of MPB TV viewers.

Stinson uses fresh, local ingredients and tools accessible to any cook to create dishes that are not only healthy but also taste good.



### *...Better Physical Fitness*

MPB understands that it is just as important to be physically fit as it is to eat well. That is why we partnered with physical trainer Paul Lacoste to showcase his Fit 4 Change fitness program.



Fit 4 Change is a 12-week program that allows state legislators to enhance their role in motivating Mississippians to fight the obesity epidemic facing the state. Teams House, Senate, Bryant, State and Mississippi are pitted against one another each week as they strive to achieve their own fitness goals and, in turn, inspire others.

MPB crews followed Lacoste and his team during the 2011 and 2012 Fit 4 Change programs. In 2012, MPB TV aired two *Fit 4 Change* documentaries. In addition, MPB followed four PLS Fit 4 Change participants in 2012 and aired their stories and video journals in online segments that were posted throughout the 12 week period.

## ...More Obesity Information .....

### **SOUTHERN REMEDY: MISSISSIPPI'S BIG PROBLEM**



In 2011, MPB aired a four-part, quarterly series that explored the causes of Mississippi's obesity epidemic and showcased potential solutions. The series highlighted both historic and cultural reasons so many Mississippians suffer from obesity. The *Southern Remedy* team also showcased communities and organizations that are working to curb the epidemic.

1

- Part One of *Mississippi's BIG Problem* examined the physiology of obesity, the role poverty and race play in physical health and the government's role in Mississippi's obesity epidemic, from the Farm Bill to school lunches.

- In Part Two of the series, Dr. Rick deShazo and his team focus on the role religion plays in either fostering or curbing the crisis and highlight communities in Mississippi that are working to change the health outlook of their citizenry.

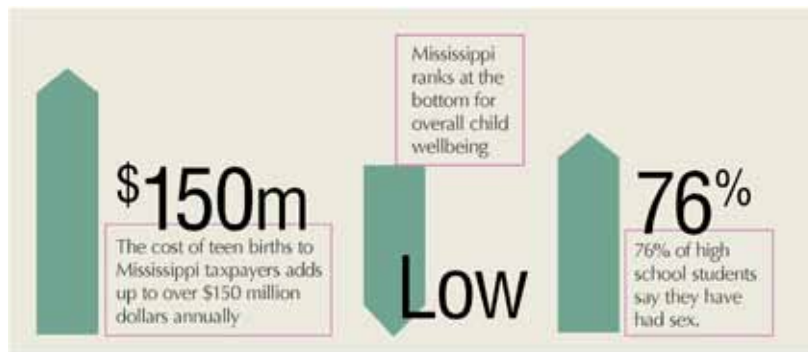
2

- Part Three focused on the economics of obesity. How much is this epidemic costing our state in health care costs and how much profit is being made off of the obese population?

3

- In the final part of the series, Dr. Rick and the Southern Remedy Team look at the way obesity affects children in Mississippi.

4



## ...Fewer Teen Pregnancies



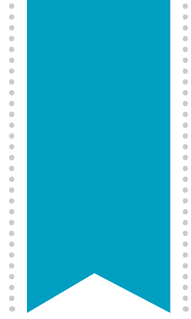
### ***SOUTHERN REMEDY: PREMATURE PARENTHOOD***

Mississippi has the highest number of teen births in the nation. In May of 2012, MPB featured *Southern Remedy: Premature Parenthood*, a five-part series exploring the teen pregnancy crisis in Mississippi. From profiles of teen moms, to information on sex education legislation, to a discussion of the role of religion, the series provided a comprehensive look at the crisis.

Dr. Rick deShazo hosted the program and spoke with teen mothers, legislators, educators, physicians, community leaders and, notably, Mississippi's governor. Governor Phil Bryant, who has made teen pregnancy a focus of his administration, provided his perspective on the problem through a one-on-one interview with Dr. deShazo.







# A STRONGER MISSISSIPPI ECONOMY



# ...A Stronger Workforce

## **JOB HUNTER®**

In 2011, MPB premiered *Job Hunter®*, a workforce development series highlighting the advanced manufacturing industry in Mississippi. The program was created by MPB with funding provided by the State of Mississippi, the Mississippi Manufacturers Association and the Office of Governor Haley Barbour. The Mississippi Manufacturers Association provided valuable industry expertise during production of the series.

*Job Hunter®* showcases advanced manufacturing companies located in Mississippi and outlines the skills, education and training needed to secure a job in the industry. The series featured the automotive, aerospace, heavy manufacturing, unique manufacturing and plastics industries.

### *Job Hunter®* – Classroom Materials

MPB also created comprehensive educational materials to accompany *Job Hunter®*. In the 2011-2012 school year, the curriculum was provided to 52 Jobs for Mississippi Graduates (JMG) classrooms across the state. The curriculum is correlated to each episode of the series and is comprised of subject overviews, lesson plans, activities, and supplemental portions including literature and technology links and a glossary of related terms. The material is correlated to the Mississippi Department of Education's vocational education frameworks. JMG instructors received copies of the curriculum as well as a set of the series DVDs to be used throughout the school year.

## **WORKPLACE 101**

In March of 2012, Sherri Davis Garner began producing segments for MPB Think Radio's *Mississippi Edition* called Workplace 101. These segments provide practical information for those in the workforce or wishing to enter it. Topics for the segments have included "How To Ask for A Raise," "Social Media and the Workplace" and "What You Shouldn't Reveal In an Interview."



## ...Emphasis on the Arts

Public broadcasting has traditionally shined a spotlight on the arts and Mississippi Public Broadcasting continues that tradition through our television and radio programming. Mississippi's creative economy is thriving and MPB is proud to showcase the arts and culture.

### PBS FALL ARTS FESTIVAL

Each Friday evening during the fall of 2011, MPB aired the PBS Fall Arts Festival, which featured arts in America. During each PBS Arts Festival episode, MPB showcased a different example of the wealth of artistic talent that exists in communities across Mississippi.

- **Amory High School students**, faculty and staff presented *The Phantom of the Opera* to the Orpheum Theatre in Memphis for a one-time encore performance on April 11, 2011. For nearly all involved, it was a exhilarating once-in-a-lifetime experience. *Amory High School "Phantom of the Opera"* aired October 11, 2011.
- In April 2011, **the Malaco Music Group** recording studio in Jackson, Mississippi was leveled by a tornado. As we discover, though, the folks at Malaco are no strangers to adversity and plan to forge ahead with a new and brighter future. Comprising recording studios, record labels, music publishing companies, direct marketing operations, and distribution services, the Malaco Music Group takes original music from concept to consumer. Malaco has been making and marketing definitive southern soul, blues, and gospel music since 1968. The segment aired on October 21, 2011.
- **The Wolfe Studio**, one of Jackson's iconic art studios, which was founded in 1946 by Jackson artists Karl and Mildred Nungester Wolfe, now employs up to 10 creative-minded individuals. These artists, inspired by the energetic and creative atmosphere at The Wolfe Studio, are not only continuing the creative traditions of the Wolfe Studio but also creating work of their own. The segment aired on October 28, 2011.
- **Stephanie Dwyer** may come from Washington State, but she is a Mississippi folk artist at heart. Stephanie is a member of the Mississippi Craftsmen's Guild where her work is on display on the grounds as well as in the gallery. Stephanie's skill as a welder brings new life to the old traditions of the bottle tree. Her work can be seen all over Mississippi from the Shack up Inn in Clarksdale to the Ocean Springs chamber of commerce. *Stephanie Dwyer: Artist* aired on November 11, 2011.



- **The Ohr-O'Keefe Museum of Art in Biloxi** houses more than just the pottery of **George Ohr**. It also showcases contemporary touring exhibits and contains a permanent exhibit on the history of the Gulf Coast. In addition, the museum itself is piece of art, designed by world renowned architect, Frank Gehry. It attracts visitors from all over the country. The segment aired on November 11, 2011.
- **The Overnight Lows** have entertained fans across America with their high energy, no frills rock. Recently, they recorded a full length CD, "City of Rotten Eyes," on Memphis-based Goner Records label. In a segment that aired on November 18, 2011, we met the band and captured a live performance in Jackson.
- In the **Mississippi Craft Center's "Expose Yourself to Craft" Calendar**, photographer **Josh Hailey** creates a calendar that features 12 Mississippi Craftsmen's Guild members who shed their inhibitions and their clothes to benefit the Center. On November 25, 2011, MPB showcased three of the artists featured in the 2012 calendar.
- Artist and educator **Randy Jolly** often says to his art students, "If you don't know the rules, you can't break them... you can't change them, you can't manipulate them." Randy Haywood Jolly is an artist, a fine arts gallery director and a lifelong art teacher. MPB's segment on the artist and his passion for teaching the craft aired on December 2, 2011.
- **New Stage Theatre** in Jackson, Mississippi, is community theatre at its best. The theatre presents classical and contemporary stage productions. By assembling the best staff and resources, the theatre endeavors to serve a multi-cultural audience. The education department is an essential part of New Stage Theatre's mission and offers curricula for youth and adult classes as well as artistic and technical internships and more. The segment aired on December 12, 2011.



## THE GOVERNOR'S ARTS AWARDS

Each year MPB tapes and broadcasts the Governor's Arts Awards, a ceremony sponsored by the Mississippi Arts Commission to recognize excellence in the arts in Mississippi.

## THACKER MOUNTAIN RADIO

### *Thacker Mountain on MPB Think Radio*

A one-hour program each Saturday evening at 7 on MPB Think Radio featuring author readings and a wide array of musical performances that is taped before a live audience at Off Square Books in Oxford.

### *Thacker Mountain from the Canton Square*

MPB film crews were on the scene in June of 2011, when *Thacker Mountain Radio* taped a show live from the square in Canton, Mississippi. When the program aired on MPB TV on November 15, 2011, it showcased *Thacker Mountain Radio* for the first time to a television audience.



## CLASSICAL MUSIC ON MPB RADIO

MPB brings classical music to Mississippians through the MPB Radio programs, *Midday Classical*, *Modern Classical*, *Composers A-Z* and *Mississippi Concert Hall*.

Each day on *Midday Classical*, *Modern Classical* and *Composers A-Z*, MPB Music Director Karen Hearn introduces listeners to new composers and brings the stories of historical compositions to life.



On *Mississippi Concert Hall MPB* showcases the wealth of classical talent in our native Mississippians. Listeners are treated to performances by musicians from every corner of the state.

## GRASSROOTS

Host and musician Bill Ellison shares his love of the genre with listeners each week on MPB Radio's longest running program, *Grassroots*. Listeners can expect a Saturday night musical journey from classic folk and early string band music through traditional bluegrass sounds and into the new world of evolving acoustic music.



**grass  
roots** 

with Bill Ellison

## HIGHWAY 61

Mississippi is the birthplace of the Blues and MPB highlights this native music each week on *Highway 61*. The award winning, one-hour blues program is hosted by Scott Baretta at the Center for the Study of Southern Culture at Ole Miss.

## MISSISSIPPI ARTS HOUR

A co-production of MPB and the Mississippi Arts Commission, the *Mississippi Arts Hour* airs weekly on MPB Think Radio and features interviews with artists, musicians, craftspeople, and others involved in the arts in Mississippi.

Midday  
Classical

WITH KAREN HEARN

recording

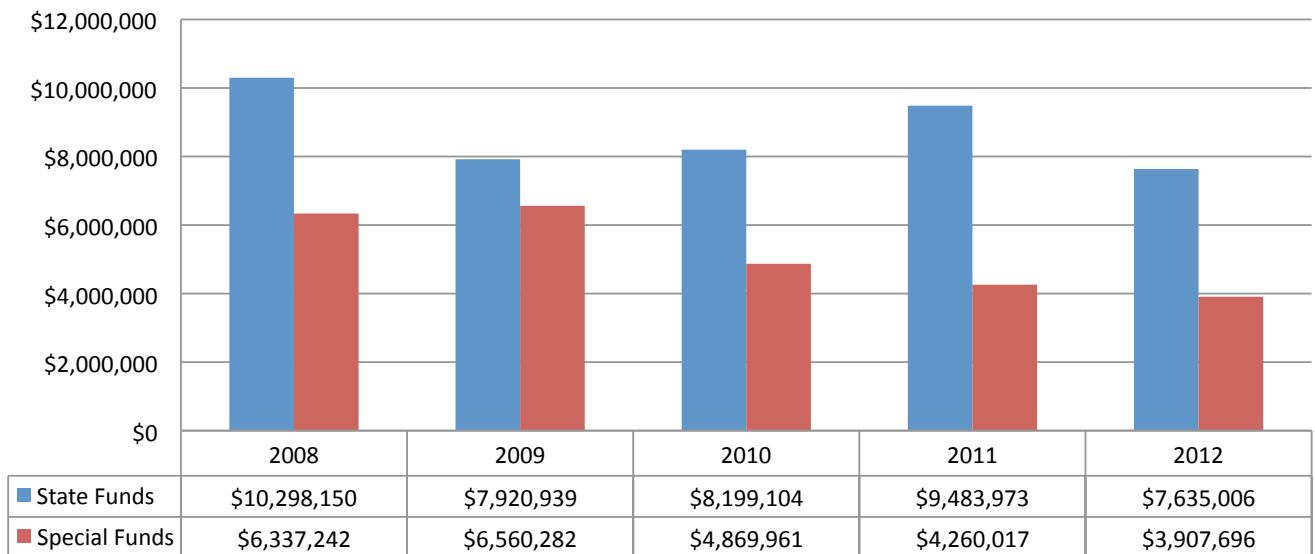
MODERN  
ON  
Classical MPB

ON THE AIR  
MISSISSIPPI  
arts  
HOUR

# Revenue History

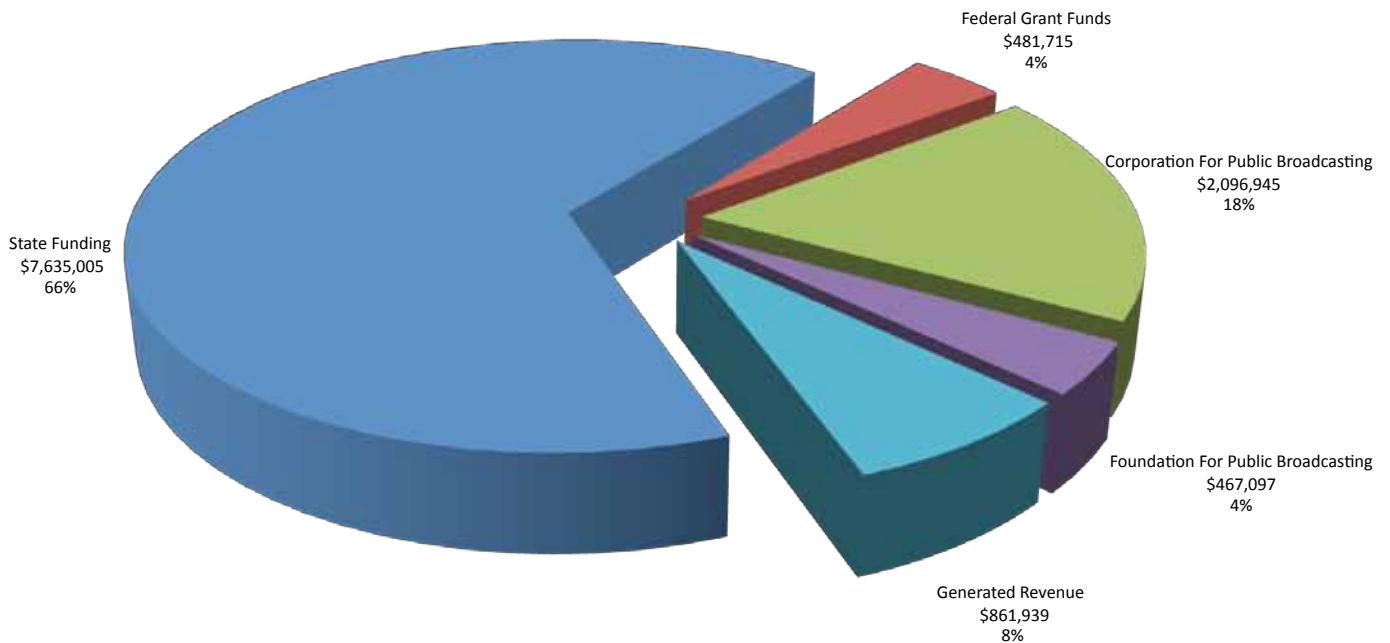
## FY 2012

### 5-Year Revenue History

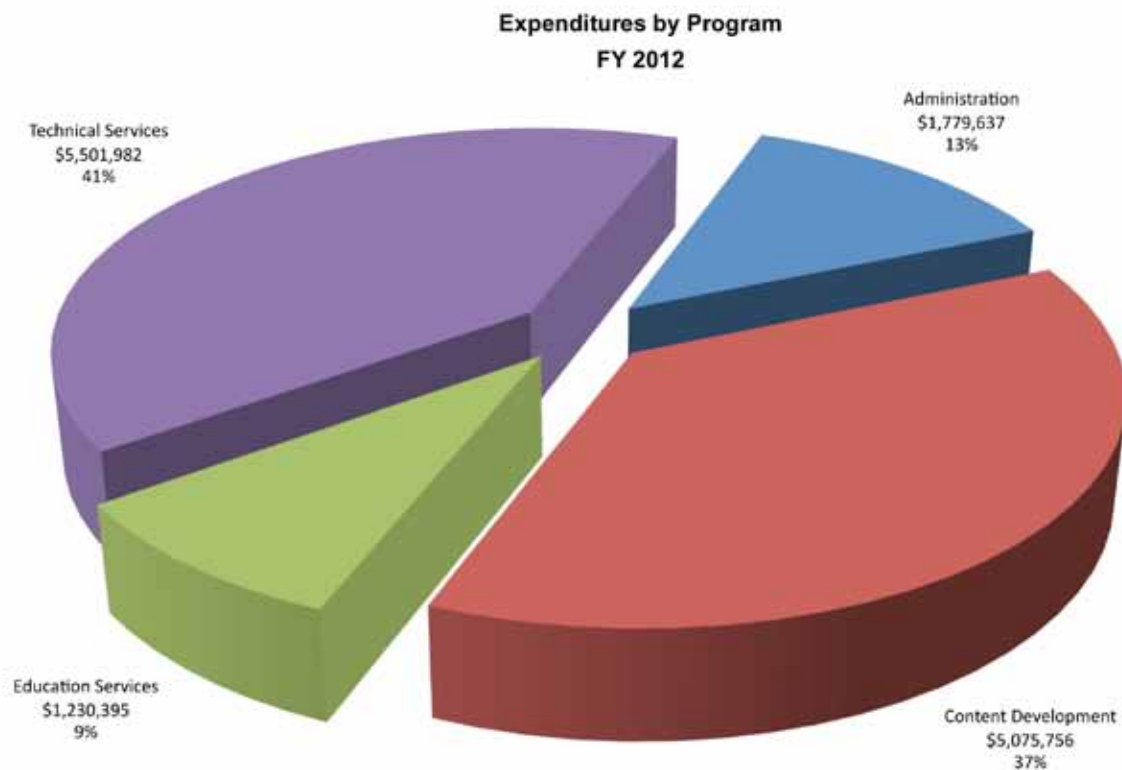


## Revenue Sources FY 2012

**FY 2012  
Revenue Sources**

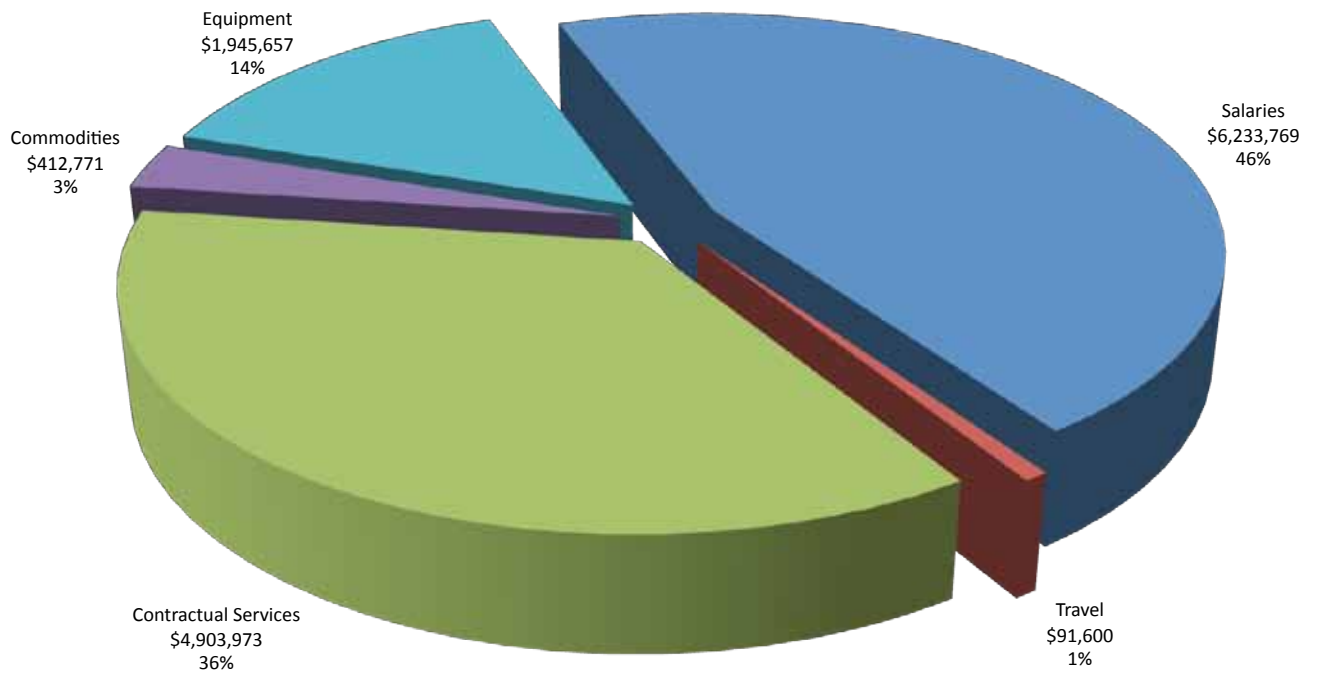


## Expenditures by Program FY 2012



## Operating Expenses FY 2012

Operating Expenses  
FY 2012



# AWARDS

## **FIRST PLACE AWARDS MISSISSIPPI ASSOCIATED PRESS BROADCASTERS AWARDS**

### **Achievement**

Election Night Live Coverage - MPB News Team

### **Best Documentary or series of stories**

Story title: Choctaw Life and Traditions in Mississippi

Reporter: Sandra Knispel

### **Best Feature Story**

Story Title: Dead Sea Turtles cause concern on Mississippi Gulf coast

Reporter: Rhonda Miller

### **Best General News Story**

Story title: Mississippi River Flooding: Some Vicksburg Residents are calling for increased aid

Reporter: Daniel Cherry

### **Best Public Affairs Reporting**

Story title: Mississippi Minorities Disproportionately Affected by HIV/AIDS

Reporter: Daniel Cherry

### **Best Radio Sound**

Football Coaches Adapt to Keep Players Safe in Extreme Heat

Reporter: Daniel Cherry

### **Best Spot News Story**

Maid's "The Help" Lawsuit Dismissed

Reporter: Jeffrey Hess

### **Best Web site**

MPB News Website

## **THE COMMUNICATOR AWARDS**

*Ed Said*— "Award of Distinction"



# AWARDS

## REGIONAL EDWARD R. MURROW AWARD

### Feature Reporting

Story title: Smithville destroyed by tornado  
Reporter: Sandra Knispel

### Continuing Coverage

Story title: Smithville destroyed by tornado  
Reporter: Sandra Knispel

### News Series

Story title: Smithville destroyed by tornado  
Reporter: Sandra Knispel

### Writing

Story title: Smithville destroyed by tornado  
Reporter: Sandra Knispel

### Reporting Hard News

Story title: Dead Sea Turtles  
Reporter: Rhonda Miller

## SOUTHEASTERN REGIONAL EMMY®

*Job Hunter*® — Nomination for best Informational/Instructional Program -  
Unique Manufacturing

*Divided We Stand* — Nomination for best Cultural Documentary

## TELLY AWARDS

*Job Hunter*® — Bronze Telly

*Remembering the Freedom Rides* — Bronze Telly

## DAVEY AWARDS

*Job Hunter*® — Silver Davey

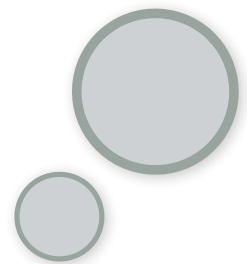
## MISSISSIPPI HUMANITIES COUNCIL

*Remembering the Freedom Rides* — Preservation of Mississippi History

## ALLIANCE FOR WOMEN IN MEDIA

*Remembering the Freedom Rides* — Gracie Award for best public service  
campaign in the country.







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Public  
Broadcasting

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